

ESTTA Tracking number: **ESTTA673332**

Filing date: **05/20/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91216589
Party	Defendant Eva Rong Su
Correspondence Address	EVA RONG SU 42-65 KISSENA BLVD, APT 428 NEW YORK, NY 11355 UNITED STATES
Submission	Other Motions/Papers
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Signature	/Eva R Su/
Date	05/20/2015
Attachments	BELLARIO FILING ON 5-20.pdf(477881 bytes)

Two parties:

- Su, Eva Rong 42-65 Kissena Blvd., Apt. 428 New York, NY 11355
- : Color Image Apparele, Inc. 6670 Flotilla Street Commerce, CA 90040 USA
- Attorney Lindsay J. Hulley Rutan & Tucker, LLP 611 Anton Boulevard 14th Floor Costa Mesa, CA 92626 USA ihulley@rutan.com,trademarks@rutan.com

Opposition No.: 91216589

Date for filing : 5/18/2015

Re: answer to opposition

Dear Ms. Veronica P. White,

Sorry to miss filing back for the deadline of your letter dated on Jan. 26, 2015. For some reason, the letter did not present to me on time and just gave to me when I came back from month long overseas trip. I am still interested on this case.

From this point, I will choose myself to represent my brand in this case.

I still strongly believe our Bellario has a completely different name, font and logo from BELLA. And it is not in any way confusing in its look, sound and customers recognition. We still think Bellario is completely different from "BELLA". Also we are a high-end cashmere , dress company, totally in different area from "BELLA" too.

Our logo in Gold and it's font in Copperplate Gothic light is completely different. Our signature Fuschia label letter is completely different too.

We strongly believe we are different from "BELLA" in look, sound and buyer recognition .

Thanks for your time.

Eva Rong Su /Bellario New York

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by first class mail on this date.

Respectfully submitted,

Eva Rong Su



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